



SWIMMING TOWARDS THE FUTURE

A PLAN FOR ALLENTOWN'S POOLS AND SPRAY PARKS



CITY COUNCIL PRESENTATION

18 APRIL 2012



BACKGROUND



HARRY C. TREXLER TRUST



- The City of Allentown owns and operates five swimming pools and two spray parks.
- The City’s 2006 Park and Recreation Master Plan recommended that existing aquatic facilities and programs be evaluated and planned to meet the changing needs of the community.
- **Funding Partners:** Financed in part by a grant from the Community Conservation Partnerships Program, Keystone Recreation, Park and Conservation Fund, under the administration of the **Pennsylvania Department of Conservation and Natural Resources, Bureau of Recreation and Conservation** and the **Harry C. Trexler Trust**.

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VISION



Vision of an Aquatic Trend



Example Community Recreation Center with an Outdoor Aquatic Facility Along a Bike Trail.

1. Provide Key Quality of Life Benefits To the Allentown Community:

- New and exciting opportunities for all
- Health and Wellness
- Sense of Community
- Safety

2. Undertaking a truly representative community-driven process in developing the plan

- Open houses
- Community focus groups
- Online surveys
- Statistically-valid survey

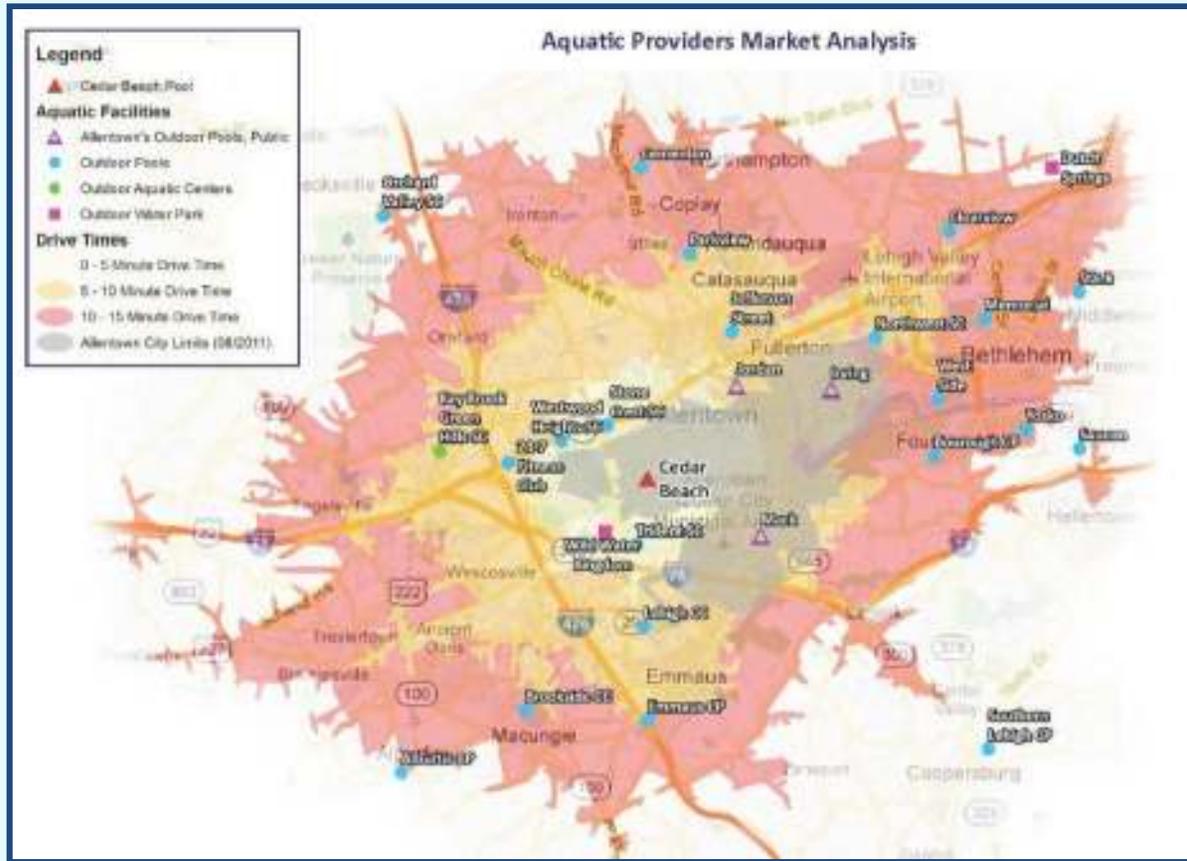
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VISION



3. Create a Balanced Aquatics System
 - Remove under-utilized pools

Aquatic Providers Market Analysis

PROCESS



Planning Process Steps:

Step 1: Review Existing Facilities

Step 2: Receive Public Input

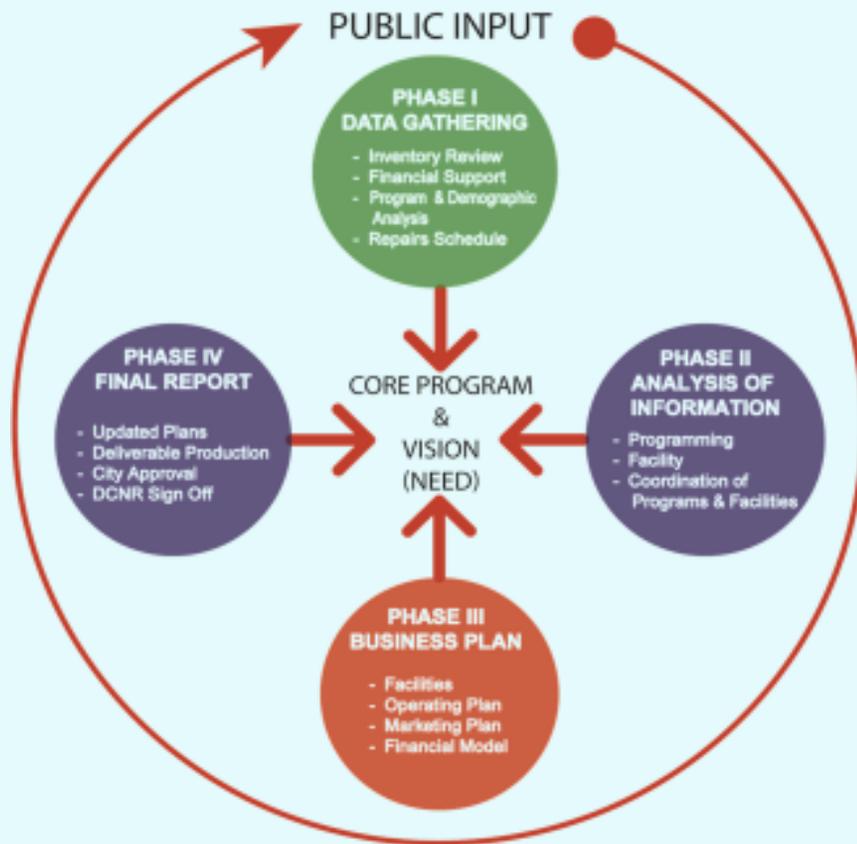
Step 3: Explore New Options and Future Designs

Step 4: Develop Cost Efficient Operational Plan

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PROCESS



Planning Process Timeline:

- **January 2011** - Selection of the consulting team; designation of the ASC committee to oversee the project.
- **April 2011** - Project kick-off meetings.
- **July 2011** - Public open house #1 “Input,” focus group interviews, planning consultants’ analysis of Allentown’s aquatic facilities.
- **October 2011** - Focus group interviews, statistically valid needs and attitudes survey, public open house #2 “Findings,” alternative scenarios.
- **November 2011** - Recommendation of a conceptual plan, business plan documents.
- **December 2011** - Draft report.
- **March 2012** - Final report.

PUBLIC PROCESS



More than 800 City of Allentown residents participated in this process through public open houses, mailed survey responses, online survey responses, and interviews.

 **Swimming Toward the Future**
A Plan for Allentown's Pools and Spray Parks

Comment Card July 27-2011

- Which City of Allentown aquatics facilities do you and your family use the most and why?
crabby beach - close proximity
- Please explain what you like and dislike about the current swimming pools and facilities in Allentown (including the settings and locations) : like location
dislike - no slides or diving boards
- Which existing programs are of most interest to you and your family and what potential new programs and amenities would you like to see?

City of Allentown Department of Parks & Recreation
(Over)

Example Open House Comment Card

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FINDINGS FROM THE PUBLIC PROCESS



Allentown Residents Indicate their Preferred New Aquatic Features at Open House #1 at Bucky Boyle Park

Public Input:

Most important to Allentown residents :

- Proximity to Aquatic Facilities
- Cleanliness
- Fun
- Affordable
- Opportunities for new amenities (slides, spray parks, play features, etc.)
- Continuing to provide swim lessons and lap swimming lanes
- Providing more activities for children
- Add night swim opportunities

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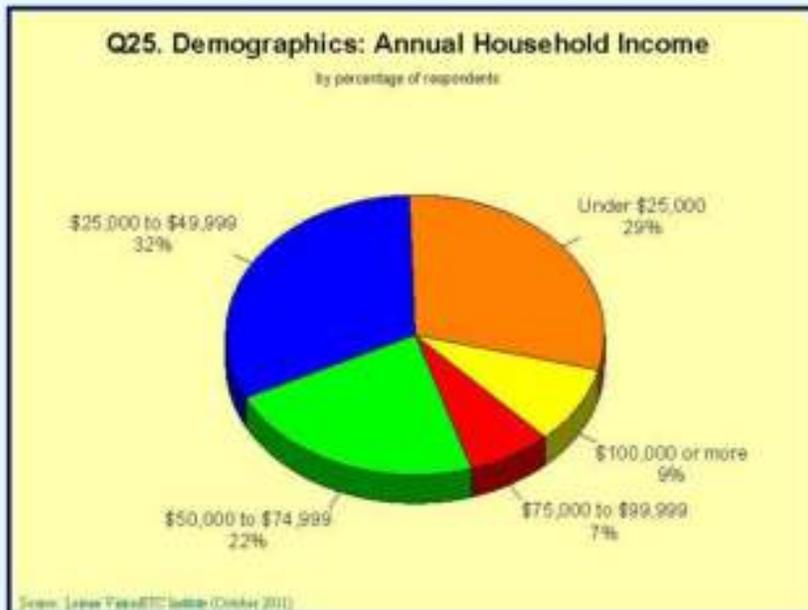
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COMMUNITY ATTITUDE AND INTEREST

SURVEY RESULTS



Annual Household Income of Survey Respondents

1. Methodology:

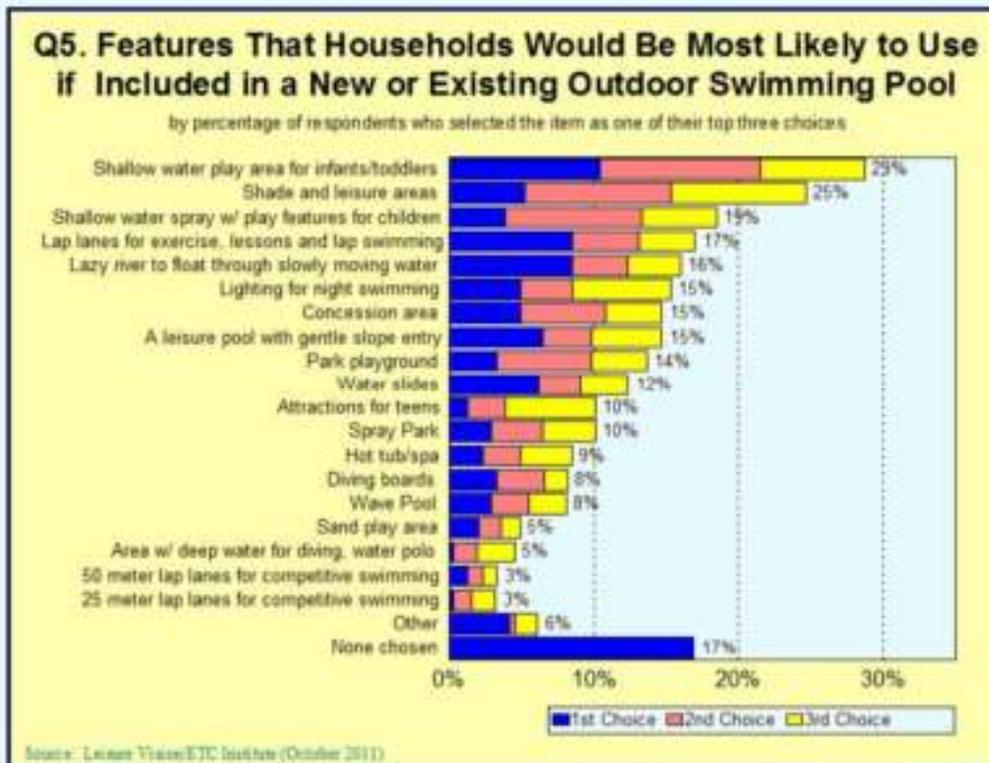
- Random sample of 1,500 households.
- 307 surveys were completed.
- 95% level of confidence with a precision of at least +/-5.6%.

2. Demographics of Respondents:

- 31% Lived in Allentown 31+ years
- 20% Lived in Allentown 11-20 years
- 52% White
- 37% Hispanic / Latino

COMMUNITY ATTITUDE AND INTEREST

SURVEY RESULTS

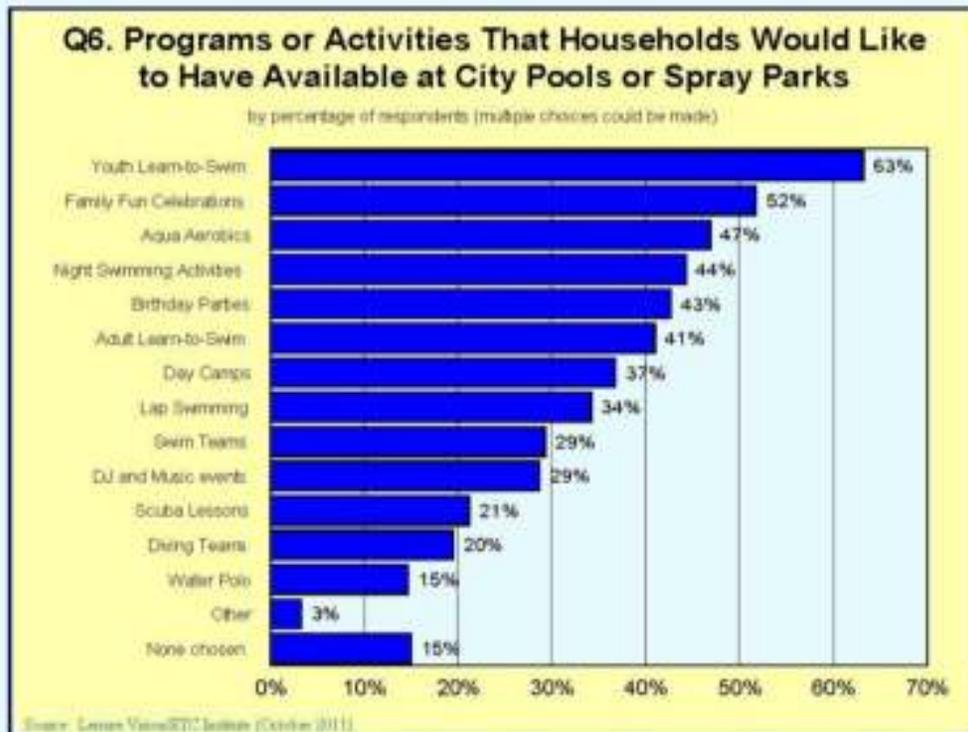


Bottom Line:

- Low usage.
- 2 out of 3 rate the condition of aquatic facilities as being poor.
- Over 80% of households would use improved aquatic facilities.
- Almost 50% want equal emphasis on renovations and new development.

COMMUNITY ATTITUDE AND INTEREST

SURVEY RESULTS

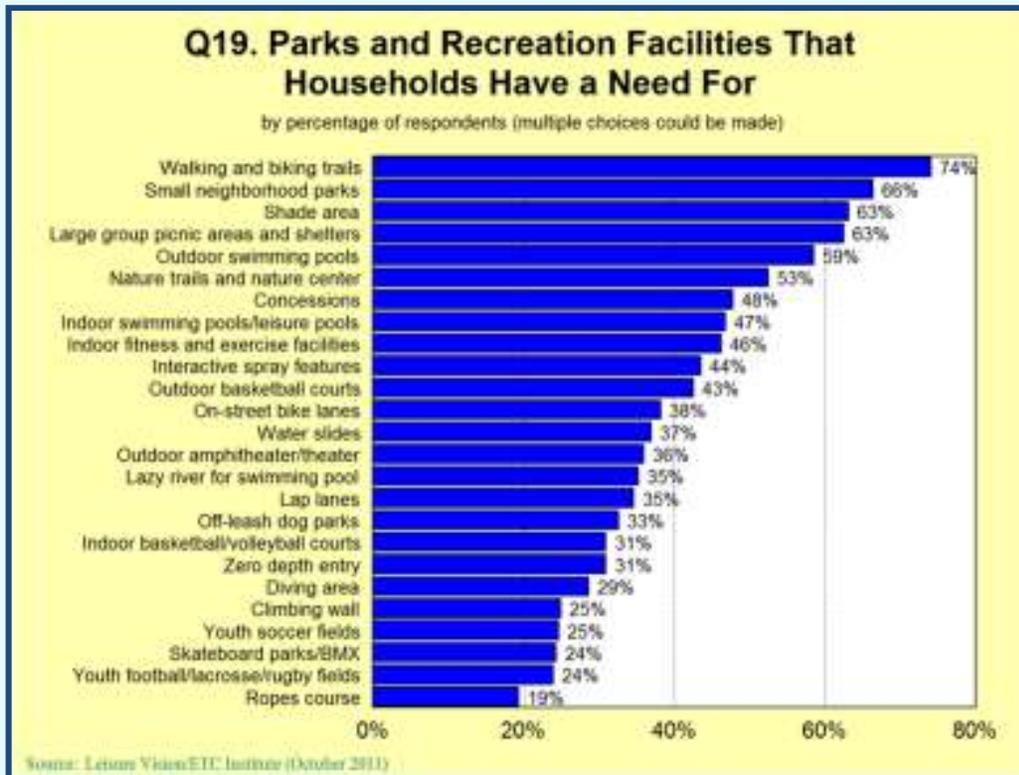


Bottom Line (continued):

- 43% feel that **taxpayer dollars + grant money + sponsors** should be used to fund improvements at existing and new facilities.
- 69% support non-resident fees

COMMUNITY ATTITUDE AND INTEREST

SURVEY RESULTS



Other Survey Findings:

- **Top Facility Needs:**

- **Walking and Biking Trails (74%)**
- Small Neighborhood Parks
- Large Group Picnic Areas and Shelters
- **Outdoor Swimming Pools (59%)**

COMMUNITY ATTITUDE AND INTEREST

SURVEY RESULTS



Example Aqua Aerobics

Key Survey Findings (continued):

- **Top Programs or activities** for households:
 - Youth learn-to-swim programs (63%)
 - Family fun celebrations (52%)
 - Aqua aerobics (47%)
 - Night swimming activities (44%)
- 65% of households would **travel at least 10 minutes** to use a new outdoor pool.

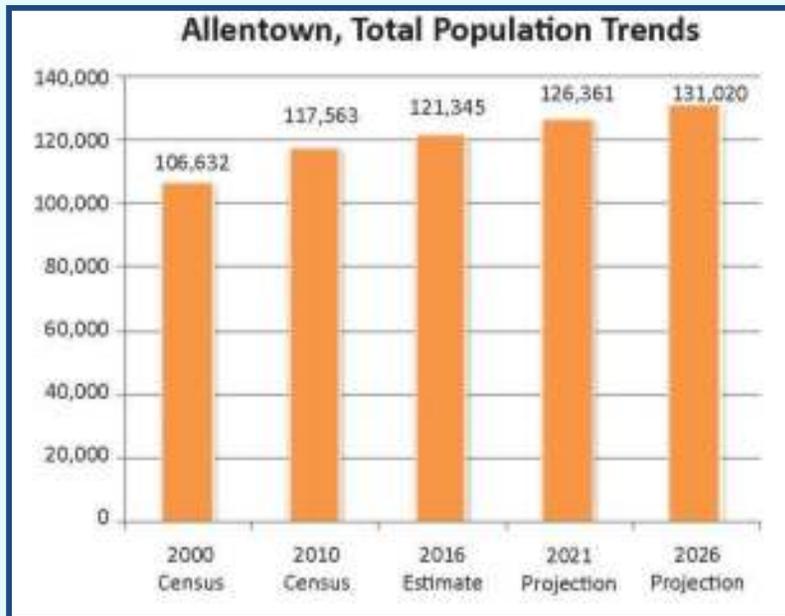
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PROFILE OF ALLENTOWN:



Key Facts and Findings:

- 2010 Population : 117,563
- Balanced Age Groups
- Racially and Ethnically Diverse
- Low median income levels

EXISTING CONDITIONS: POOLS & SPRAY PARKS



Existing City of Allentown Pools and Spray Parks

Existing Facilities:

Cedar Beach Pool

Built in 1951 • Bather Load:
780.

Fountain Pool

Built in 1955, closed in 2009
Bather Load: 600

Irving Pool

Built in 1939 • Bather Load:
260.

Jordan Pool

Built in 1951 • Bather Load:
790.

Mack Pool

Built in 1962 • Bather Load:
920.

Bucky Boyle Spray Park

Built in 2004
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5th and Allen Street Spray Park

Built in 2004
A PLAN FOR ALLTOWN'S PUBLIC AND PRIVATE SPRAY PARKS
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EXISTING CONDITIONS: POOLS & SPRAY PARKS



General Facility Deficiencies:

- Facilities / amenities past useful life
- Lack of modern water features
- Lack of way finding and signage



CONCEPT PLAN:



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CONCEPT PLAN:



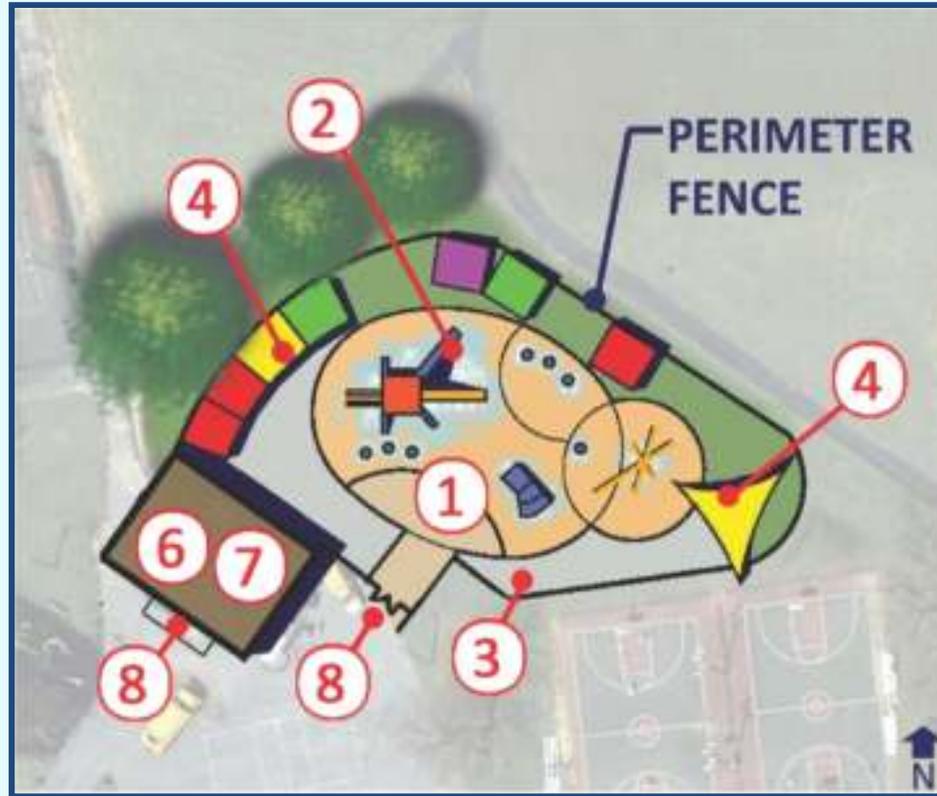
Example Interactive Aquatic Play Features with Zero-Depth Entry



Example Slides

CONCEPT PLAN:

Irving Pool: Convert to a Spray Park



Legend

POOL AMENITIES

- ① Splash Ground
- ② Interactive Aquatic Features

POOL ZONE AND SITE IMPROVEMENTS

- ③ Deck
- ④ Shade / Cabanas
- ⑤ Signage / Wayfinding

SUPPORT

- ⑥ Renovate Bathhouse
- ⑦ Pool Equipment / Reuse Filters

ADA / CODE

- ⑧ Site Access from Parking Lots / Sidewalks



Cost Range:

\$750,000 to \$1,000,000

(2012 Cost)

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CONCEPT PLAN:

Irving Pool: Convert to a Spray Park



Example Water Play Feature



Example Water Play Safety Surface



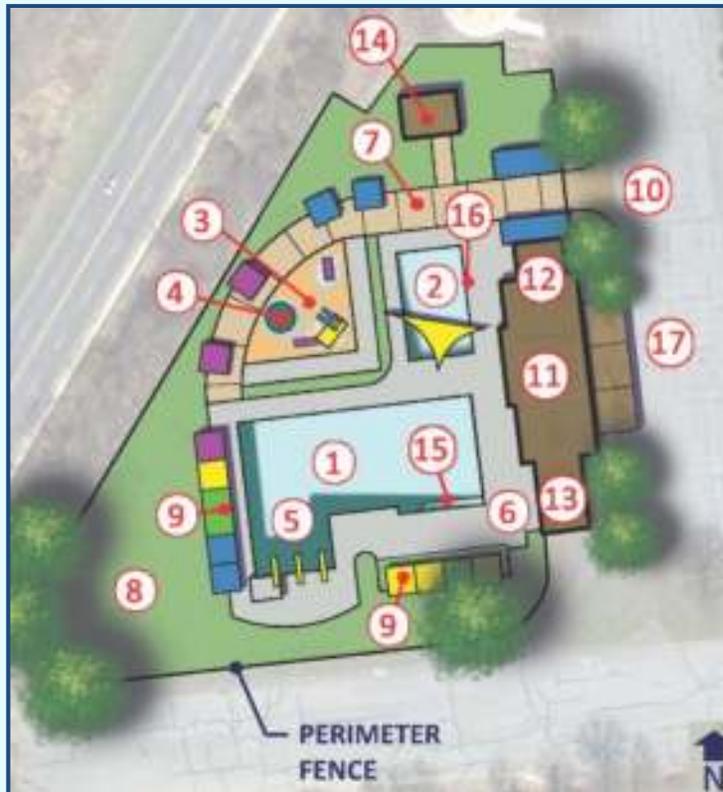
Cost Range:
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CONCEPT PLAN:

Mack Pool: Renovate



Legend

POOL AMENITIES

- ① Rebuild 50 M Pool (5' to 12' deep)
- ② Repair Wading Pool (18" deep)
- ③ Splash Ground (No Standing Water)
- ④ Interactive Aquatic Features
- ⑤ Deep Water: Drop Slide / 1-M Diving Board / 3-M Diving Board

POOL ZONE AND SITE IMPROVEMENTS

- ⑥ Pool Deck
- ⑦ Concession Deck / Boardwalk
- ⑧ Turf
- ⑨ Shade / Spectator / Cabanas
- ⑩ Signage / Wayfinding

SUPPORT

- ⑪ Renovate Bathhouse
- ⑫ Renovate / Reactivate Concessions
- ⑬ New Pool Filtration Equipment / Replace Roof
- ⑭ Pavilion

ADA / CODE

- ⑮ Zero Entry Ramp
- ⑯ Chair Lift
- ⑰ Site Access from Parking Lots
- ⑱ Building Compliance



Cost Range:

\$2,500,000 to \$2,800,000

(2012 Cost)

Bather Load: 920

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CONCEPT PLAN:

Mack Pool: Renovate



Example Diving and 50M Pool



Cost Range:

\$2,500,000 to \$2,800,000

(2012 Cost)

Bather Load: 920

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CONCEPT PLAN:

Cedar Beach Pool: Rebuild



Legend

POOL AMENITIES

- ① Zero Entry Activity Pool / Shallow Water Wading
- ② 25 Yard Lap Pool (4' to 12' deep)
- ③ Splash Ground (No Standing Water)
- ④ Interactive Aquatic Features
- ⑤ Deep Water: Drop Slide / 1-M Diving Boards
- ⑥ Plunge Pool / Water Slides
- ⑦ Vortex

POOL ZONE AND SITE IMPROVEMENTS

- ⑧ Pool Deck
- ⑨ Concession Deck
- ⑩ Turf
- ⑪ Shade / Spectator
- ⑫ Signage / Wayfinding
- ⑬ Expand / Restripe / Sealcoat Parking Lot

SUPPORT

- ⑭ Bathhouse
- ⑮ Concessions
- ⑯ Pool Equipment / Reuse Filters
- ⑰ Pavilion

ADA / CODE

- ⑱ Site Access from Parking Lots

PARK IMPROVEMENTS

- Ⓐ Lawn



Cost Range:

\$4,200,000 to \$4,600,000

(2012 Cost)

Bather Load: 900 - 1,000

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CONCEPT PLAN:

Cedar Beach Pool: Rebuild



Cost Range:

\$4,200,000 to \$4,600,000

(2012 Cost)

Bather Load: 900 - 1,000

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CONCEPT PLAN:

Jordan Pool: Renovate



Legend

POOL AMENITIES

- ① 25 Yard Lap Pool with Plunge Pool (4' to 12' deep)
- ② Diving Boards
- ③ Splash Ground (No Standing Water)
- ④ Interactive Aquatic Features

POOL ZONE AND SITE IMPROVEMENTS

- ⑤ Pool Deck
- ⑥ Concession Deck
- ⑦ Turf
- ⑧ Shade / Spectator
- ⑨ Signage / Wayfinding

SUPPORT

- ⑩ Repair Bathhouse
- ⑪ Renovate Concessions
- ⑫ Pool Equipment / Reuse Filters

ADA / CODE

- ⑬ Zero Entry Ramp



Cost Range:

\$2,300,000 to \$2,600,000

(2012 Cost)

Bather Load: 500

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CONCEPT PLAN:

Jordan Pool: Renovate



Example Combination Relaxation and Interactive Pool



Cost Range:

\$2,300,000 to \$2,600,000

(2012 Cost)

Bather Load: 500

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CONCEPT PLAN:

Fountain Pool: Permanently Close; Build a Parking Lot for the Martin Luther King, Jr. Trail Head



Cost Range:

\$200,000 to \$250,000

(2012 Cost)

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RECOMMENDED CAPITAL COSTS:

Project Capital Costs

Facility	Cost Range*
Irving	\$750,000 to \$1,000,000
Mack	\$2,500,000 to \$2,800,000
Fountain	\$200,000 to \$250,000
Bucky Boyle	\$90,000 to \$120,000
Cedar	\$4,200,000 to \$4,600,000
Jordan	\$2,300,000 to \$2,600,000
Projects Total	\$10,040,000 to \$11,370,000

*All prices are based on June 2012 costs; add 5% per year for annual escalation.

KEY RECOMMENDED ACTION STEPS:



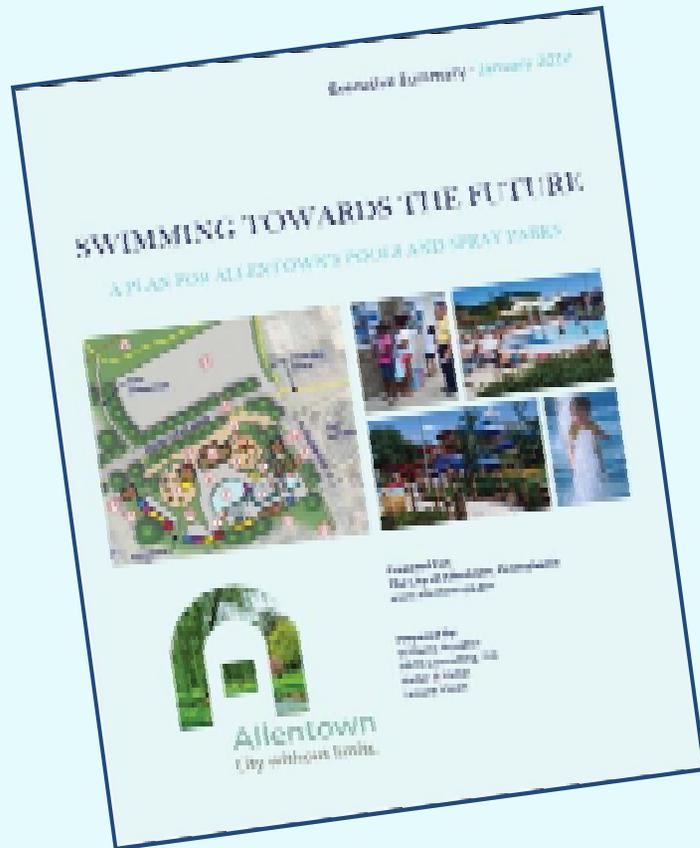
**Example Funding Source
(Naming Rights)**



Action Steps:

1. Adopt this Plan
2. Seek Multiple Funding Sources
 - General Funding Sources (General Funds, General Obligation Bonds)
 - Dedicated Funding Sources (Park Impact Fees)
 - Revenue Capture (Corporate Naming Rights)
 - Private Funding Sources (Business/ Citizen Donations, Private Foundation Funds, Scholarship Programs, etc.)
 - National resources, grants and corporate support
 - Federal and State of Pennsylvania Resources (Community Conservation Partnerships Program Grant)

KEY RECOMMENDED ACTION STEPS:



Action Steps (continued):

3. Construct projects in the spirit of sustainability
4. Adopt a Phasing Plan
5. Adopt a Sustainable Operating Plan
 - Engage in Differential Pricing (Value-based)
6. Connect All Aquatic Facilities to Trails
7. Create Partnerships for Indoor Pool Use
8. Create a Brand Image for the Parks and Recreation Department

CONCLUSION



Conclusion:

- Infuse new aquatic features into the existing aquatic system
- Implement code-required upgrades
- Offer value-based programs
- Bring facilities up-to-date
- Reduce maintenance costs
- Sustainable level of cost recovery
- Provide jobs
- Enhanced quality of life
- Create a vibrant community

STEERING COMMITTEE

Aquatics Steering Committee (ASC):

Greg A. Weitzel, Director of Parks & Recreation

Michael C. Hefele, Director of Planning

Michael Brunovsky, Water Filtration Maintenance Supervisor

Randy Cope, Recreation Program Manager

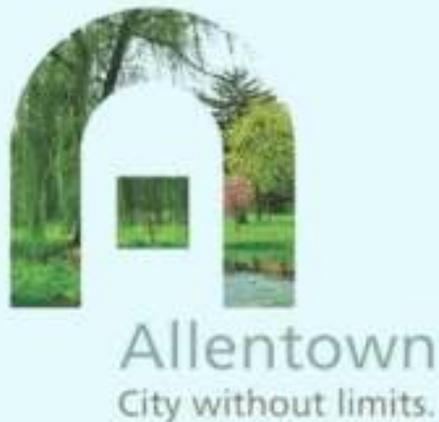
Rick Holtzman, Superintendent of Parks

Ryan Griffiths, Assistant Aquatics Manager

Don Hoegg, Building Maintenance Facilities Manager

Michelle McGinniss, Aquatics Manager

Jeff Stout, Associate Director of Environmental Health



CONCLUSION



- Questions?
- Thank-you!



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